

BURGER URGE

FRANCHISE OPPORTUNITY

Own a proven, scalable business — without compromising
on product, culture or growth.



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BURGER URGE

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WE'VE BEEN BUILDING SOMETHING DIFFERENT FOR NEARLY TWO DECADES

What started as a challenger brand focused on better-quality burgers has evolved into a nationally recognised hospitality brand with a loyal customer base, strong repeat visitation, and a proven operating model.

This is a brand with momentum, growing nationally, driven by a cult-like following, and powered by marketing that actually cuts through. Burger Urge isn't built on cookie-cutter stores or safe, forgettable menus. Each venue has personality, and each operator plays a role in shaping the local brand.

This is not a passive investment. It is an opportunity to build a business — and potentially a multi-site portfolio — within a system that has been refined over time, supported by a central team, and backed by a brand that continues to evolve.

This is for operators who want to be in it, building teams, owning outcomes, and creating something they're proud of. If you're looking to build something with edge, energy, and real results, you're in the right place.



WHY BURGER URGE

There are many food franchise opportunities in Australia. Most of them follow the same playbook of predictable menus, safe branding, and little room to stand out - but very few are:



Proven over nearly 20 years



Still growing and evolving



Designed to scale beyond a single site



Quality that's never been watered down

BURGER URGE SITS IN THAT CATEGORY.

We didn't start this business to replicate fast food. We built it to create something better — and that consistency in product and experience is what keeps customers coming back. That shows up in the way our venues feel and perform.

OUR VENUES ARE:

- ✔ Busy, with consistent repeat trade
- ✔ Energetic, fast-paced, and team-driven
- ✔ Popular with families and younger crowds
- ✔ Known for being fun, slightly irreverent

It's not just the food. It's the brand. Burger Urge has built a following through bold marketing, strong local engagement, and a personality people connect with. That gives operators something most QSR brands don't — a venue people choose, not just default to. People don't always know exactly why they like Burger Urge — but they come back. And that matters.



A LETTER FROM OUR FOUNDER

When we started Burger Urge nearly two decades ago, it wasn't to build another fast-food brand.

We saw what was happening in the category — a lot of commercial success, but also a lot of compromise. Cheap, fast, and often poor quality. We believed there was a better way to do it.

From day one, the focus has been simple: great food, done properly, in an environment people actually enjoy being in.

We've never compromised on ingredients, and we've never lost sight of the fact that this is a people business. Hospitality is a team sport. The experience a customer has in one of our venues comes down to the people running it. That's the Franchise Partners and their teams.

What's probably surprised me most is how the brand has evolved. I've always described Burger Urge as a now "19-year-old start-up". We're still learning, still improving, and still pushing to be better.

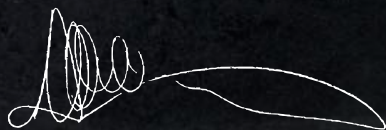
But what we do have is a proven model, a strong and growing brand, and a network of Franchise Partners who genuinely care about what they're building.

Burger Urge isn't a cookie-cutter business. Each venue has its own personality, its own community, and its own energy. But they all share the same foundation: quality food, great people, and a commitment to doing things properly.

We're not focused on growth for growth's sake. We're focused on building something that lasts — a business that can support our Franchise Partners, their families, and their communities over the long term.

If you're looking for something passive, this probably isn't it.

But if you're looking to build a business, be part of a brand that still cares about what it puts out into the world, and create something you can grow over time — then Burger Urge might be the right fit.



Sean Carthew
Founder + CEO



THE OPPORTUNITY

As a Franchise Partner, you step into a business that already works, then make it perform in your market. You're not starting from scratch. You're building on a system that's been refined over time, with a brand that already has pull.

FRANCHISE PARTNERS JOIN BURGER URGE TO:

- ✔ Run a proven model, with clear systems
- ✔ Build a venue that becomes known in its local area
- ✔ Leverage a brand that customers not only recognise but actively choose
- ✔ Access centralised support across operations, marketing and supply
- ✔ Build a long-term asset with potential to expand

THE OPPORTUNITY SUITS PEOPLE WHO:

- ✔ Want to be actively involved in their business
- ✔ Back themselves to lead teams and set the standard
- ✔ Understand that strong culture drives strong results
- ✔ Are commercially aware and comfortable owning the numbers



WHAT SUCCESS LOOKS LIKE

While every journey is different, many of our strongest Franchise Partners follow a similar pathway:

YEAR 1

In it, learning it, owning it

- ✔ Leading from the front as an owner-operator
- ✔ Learning the systems, standards, and rhythm of the business
- ✔ Building a team that can deliver consistently

YEAR 2-3

Control and consistency

- ✔ Operations become more stable and predictable
- ✔ Team capability improves, reducing day-to-day friction
- ✔ Performance lifts through better decision-making and discipline
- ✔ Confidence grows across people, product, and commercial management

YEAR 3-5

Scale and transition

- ✔ Opportunity arises to expand into additional locations
- ✔ Shifting from operator mindset to business owner mindset
- ✔ Creating a more scalable, long-term asset



PERFORMANCE OVERVIEW (INDICATIVE)

Burger Urge operates an established and growing network of venues across Australia, with a track record of consistent sales performance across the system.

AT A HIGH LEVEL:

- ✔ Mature venues have historically achieved annual sales in the range of approximately \$1.5M – \$3M+, with stronger locations exceeding this.
- ✔ Store-level EBITDA margins have generally ranged from approximately 7% – 12%, depending on a range of factors.
- ✔ These outcomes are typically driven by repeat trade, strong local engagement, and disciplined day-to-day operations.

THESE FIGURES ARE PROVIDED AS GENERAL GUIDANCE ONLY:

- ✔ Based on historical network observations.
- ✔ Indicative in nature.
- ✔ Not forecasts or guarantees.

More detailed financial and operational information is provided during the appropriate stages of the Franchise Partner recruitment and disclosure process.



HOW WE SELECT SITES

Burger Urge takes a disciplined approach to site selection, focused on long-term performance, not short-term convenience. We're selective about where we open, and not every site makes the cut.

WE HAVE OVER 33 SITES ACROSS AUSTRALIA

EACH OPPORTUNITY IS ASSESSED AGAINST A DEFINED SET OF COMMERCIAL AND OPERATIONAL CRITERIA, INCLUDING:

- ✓ Local demographics and customer profile
- ✓ Foot traffic and surrounding demand drivers
- ✓ Revenue potential based on comparable locations
- ✓ Occupancy costs and overall deal structure
- ✓ Site layout, visibility, and operational suitability
- ✓ Competitive environment and positioning

This tried and proven process is designed to identify locations that can support strong, repeatable performance — not just opening day hype.



INVESTMENT OVERVIEW

TYPICAL TOTAL INVESTMENT RANGE:

\$600K – \$1.2M

40% YOUR EQUITY

FINANCE UP TO 60%

WHAT THIS INCLUDES



Fit-out and construction



Equipment



Initial Fees



Pre-opening costs



Working Capital

FUNDING

- ☑ Many Franchise Partners secure funding for a portion of the investment.
- ☑ Finance may be available for up to approximately 60% of the total investment, subject to individual circumstances.
- ☑ Funding is typically assessed based on financial position and asset backing.









HOW CAPITAL LEVERAGE CAN IMPROVE FRANCHISE RETURNS



AN ILLUSTRATIVE EXAMPLE OF HOW FINANCE, LANDLORD CONTRIBUTIONS AND OPERATING PERFORMANCE CAN AFFECT OWNER CASH RETURN.

 TOTAL PROJECT COST ~963K Build + Franchise + Setup	 EXAMPLE OWNER CAPITAL REQUIRED ~312K Total cash required to start	 ILLUSTRATIVE RETURN ON CASH INVESTED ~36% p.a. Based on ~\$112K example annual cash surplus after interest
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THE FUNDING STACK How leverage reduces the cash you need to invest.

	TOTAL PROJECT COST (Build + Franchise + Setup)	~963K
	LESS: BANK FINANCE (up to 50%)	~482K
	LESS: LANDLORD CONTRIBUTION (incentive during construction)	~250K
	NET PROJECT CASH REQUIRED	~231K
	ADD: OPENING COSTS (Bank Guarantee \$30K + Working Capital \$30K + Stock \$20K)	+80K
	EXAMPLE OWNER CAPITAL REQUIRED (Total cash required to start)	~312K

RETURN ON CASH INVESTED

Cash return is calculated on owner capital, not total project cost. (Indicative Only).

EXAMPLE CASH SURPLUS AFTER INTEREST (P.A.) ~112K	EXAMPLE OWNER CAPITAL REQUIRED ~312K	ILLUSTRATIVE RETURN ON CASH INVESTED ~36% P.A.
$\sim 112K \div \sim 312K = \sim 36\% \text{ P.A.}$		

APPROX. CAPITAL RECOVERY

Cash return is calculated on owner capital, not total project cost.

YEAR 1 ~112K
YEAR 2 ~224K
YEAR 3 ~336K - CAPITAL RECOVERED!

KEY ASSUMPTIONS IN THIS EXAMPLE

TOTAL PROJECT COST ~\$963K Build ~\$850K Franchise & Setup ~\$113K.	FINANCE Up to 50% of project cost.	Landlord Contribution ~\$250K Incentive during construction.	EBITDA ~\$160K p.a. Before interest, tax, depreciation & amortisation.	Interest Rate ~10% p.a. Incentive during construction.	Venue Manager Salary \$85K Included in operating assumptions.
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SUPPORT & SYSTEMS

Burger Urge provides a structured support model designed to help Franchise Partners operate consistently and perform over time.

You're not left to figure it out alone. You're supported by systems, people, and processes that have been built and refined across the network.

FRANCHISE PARTNERS ARE SUPPORTED ACROSS:

Site selection and development

Site selection and development

Operational systems and standards

Marketing and campaign execution

This framework provides clarity, consistency, and operational discipline, while still allowing you to lead your team, own your results, and build your business.

PRODUCT & CUSTOMER

BURGER URGE IS BUILT AROUND:

- ✓ High-quality food that doesn't compromise.
- ✓ A menu that caters to a wide range of customers, including vegetarian and vegan options.
- ✓ A balance of core favourites and regularly introduced limited-time offers.

This balance is intentional. Customers know what they're getting, and they have a reason to come back for something new.

OUR LTOS ARE A KEY DRIVER OF THE BRAND:

- ✓ Frequently generating strong engagement.
- ✓ Often receiving national media attention.
- ✓ Driving repeat visitation.
- ✓ It's a model built on both consistency and momentum; reliable day-to-day menu supported by ongoing reasons to return and try.
- ✓ Consistency builds trust, limited offers drive return.

CALI DOUBLE
265,000 SOLD
FY25

SOUTHERN FRIED
205,000 SOLD
FY25

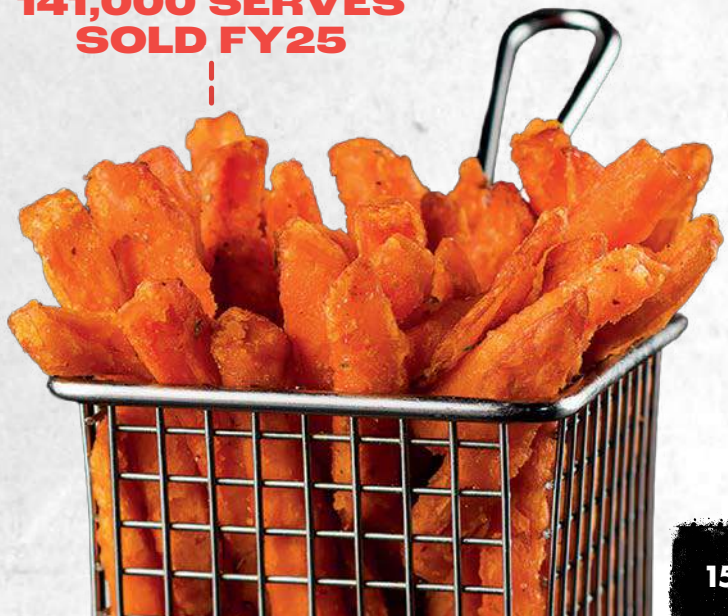


CHIPS
740,500 SERVES
FY25

CHONKI BACON BOI
90,900 SOLD FY25



SWEET
POTATO FRIES
141,000 SERVES
SOLD FY25



CUSTOMER BRAND METRICS

BURGER URGE BENEFITS FROM:

- ✔ A large and engaged customer base
- ✔ Strong repeat visitation
- ✔ A recognised and differentiated brand

127,748

BITE CLUB MEMBERS

3X

VISITS PER MONTH/
ACTIVE MEMBER ON AVERAGE

\$30.80

AVERAGE SPEND PER CUSTOMER



FRANCHISE PARTNER STORIES



In just a few years, we've built a business doing **\$10M+ with Burger Urge.**"

TOM WHYTE & FAMILY, BURGER URGE FRANCHISE PARTNERS



Our first store exceeded all expectations

— strong sales, a great team, and a thriving business. Paying it off in full was a huge milestone, and now we're opening our second."

GREG & NICOLE DEAN, BURGER URGE FRANCHISE PARTNERS



Owning a Burger Urge franchise has been an **incredible business move.**

Both our locations have outperformed expectations, and the financial success has made the journey more than worthwhile."

ADAM & PHOEBE GARDINER, BURGER URGE FRANCHISE PARTNERS



THE PROCESS

Burger Urge follows a structured, compliant recruitment process designed to assess alignment, capability, and long-term fit.

It's a two-way process, giving both parties the opportunity to make an informed decision.



IMPORTANT CONSIDERATIONS

Strong performance comes down to how you operate the business day to day.

KEY DRIVERS INCLUDE:

- ✓ Operator capability and leadership
- ✓ Team quality and culture
- ✓ Cost management
- ✓ Local area marketing and community engagement
- ✓ Site conditions

Burger Urge provides the systems and support, but outcomes are shaped by how consistent the model is executed.

PROSPECTIVE FRANCHISE PARTNERS ARE EXPECTED TO APPROACH THE OPPORTUNITY WITH CARE AND:

- ✓ Undertake due diligence
- ✓ Seek independent advice

This is a long-term business commitment, and decisions should be made with a clear understanding of both the opportunity and the responsibilities involved.

NEXT STEPS

01

CONFIRM INTEREST

by contacting Franchise.Enquiry@burgerurge.com.au

02

COMPLETE APPLICATION

This will be sent to you following an initial conversation with our Franchise Partner recruitment team, with clear steps explained.

03

ATTEND EXPERIENCE DAY

Experience the ins and outs of running a Burger Urge business in real time.

04

REVIEW DETAILED DOCUMENTS

In line with Franchising Code and regulations.

05

PROCEED TO APPROVAL



READY TO TAKE THE NEXT STEP?

If you're hungry for success and ready to own a standout business in the QSR space, let's talk!

Visit: burgerurge.com.au/own-a-franchise

Call: +61 427 088 886

Email: franchise.enquiry@burgerurge.com.au



BURGER URGE

